

FIG. 1

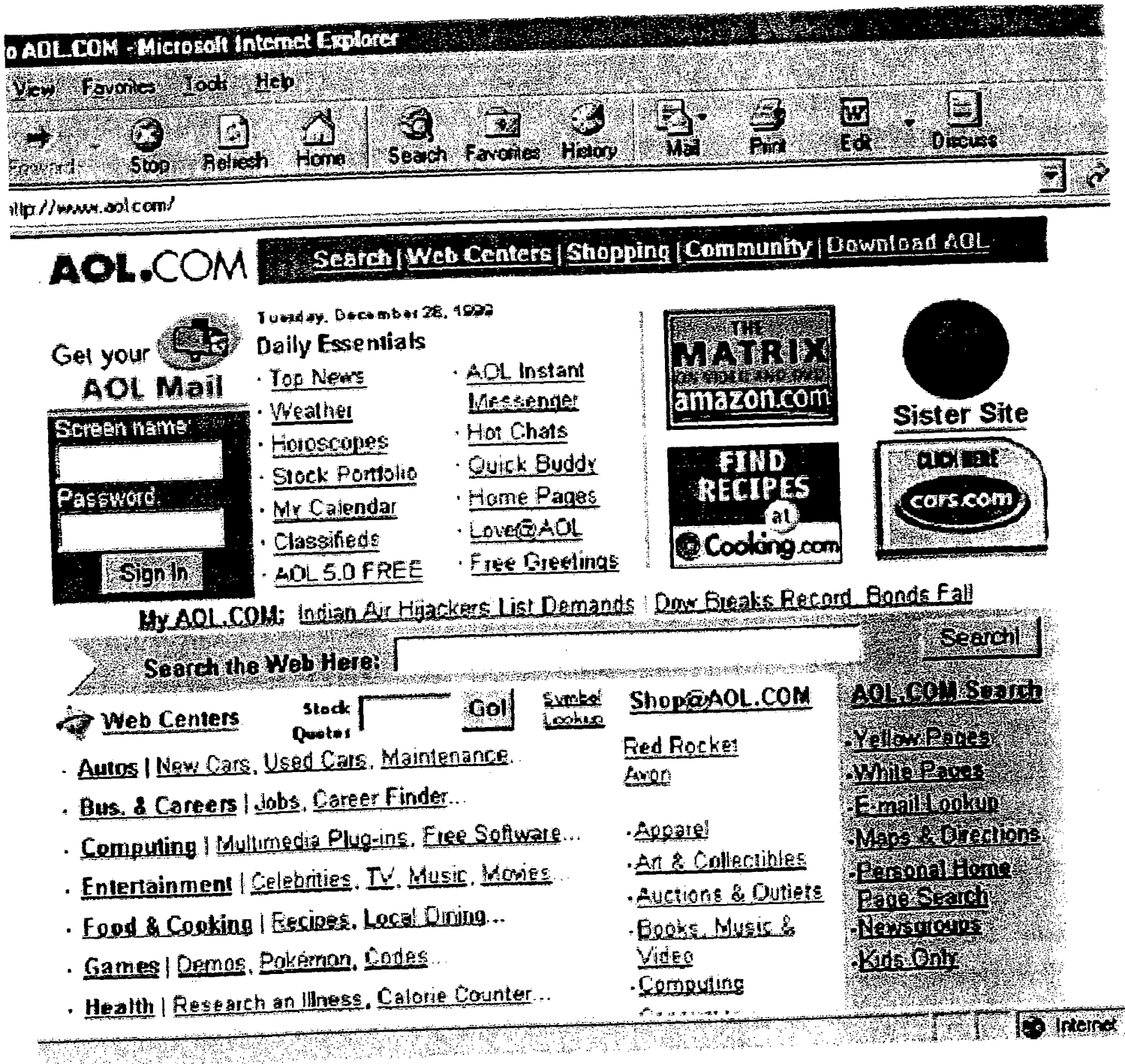


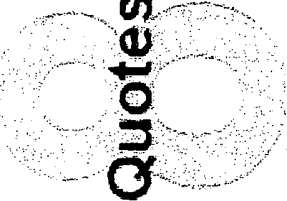




Fig 2A

 <p>Channels</p>	 <p>Shopping</p>	 <p>Favorites</p>	 <p><i>Cartier</i></p>
 <p>Essentials</p>	 <p>My AOL</p>	 <p>My Files</p>	
 <p>People</p>	 <p>Quotes</p>	 <p>Calendar</p>	
 <p>AOL Home</p>	 <p>Mail Center</p>	 <p>Search</p>	<p>AOL.COM Sister Site</p>



Yahoo! Mail
free email for life

Free
Internet Access

Search
advanced search

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs
Mail - Calendar - Messenger - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

Yahoo! Shopping - Thousands of stores. Millions of products.

Departments
Apparel
Flowers
Toys R Us
Gap
Vermont Teddy Bear
Macy's
DVD players
MP3 players
Digital cameras
Products

Arts & Humanities

Literature, Photography...
Business & Economy
Companies, Finance, Jobs...

Computers & Internet
Internet, WWW, Software, Games...

Education
College and University, K-12...

Entertainment
Cool Links, Movies, Humor, Music...

Government
Elections, Military, Law, Taxes...

Health
Medicine, Diseases, Drugs, Fitness...

Society & Culture
People, Environment, Religion...

Regional
Countries, Regions, US States...

Science
Animals, Astronomy, Engineering...

Social Science
Archaeology, Economics, Languages...

Inside Yahoo!
Yahoo! Outloud - featuring Smash
Yahoo! Mobile - Yahoo! on your phone
Play free Fantasy Auto Racing
Y! Gretings - free greeting cards
more...

Marketplace
Loan Center - auto loans,
mortgages, credit reports
Yahoo! Bill Pay - free 3-month
trial
Yahoo! Autos - buy new and used
cars
more...

World Yahoo's
Europe: Denmark - France - Germany - Italy - Norway - Spain - Sweden - UK & Ireland
Pacific Rim: Asia - Australia & NZ - China - Chinese - HK - Japan - Korea - Singapore - Taiwan
Americas: Brazil - Canada - Mexico - Spanish
Yahoo! Get Local LA - NYC - SF Bay - Chicago - more...

Other
Autos - Careers - Digital - Entertainment - Greetings - Health - Invites - Local Events - Net Events
Message Boards - Movies - Music - Real Estate - Small Business - Y! Internet Life - Yahoo!igans!

How to Suggest a Site - Company Info - Privacy Policy - Terms of Service - Contributors - Openings at Yahoo!

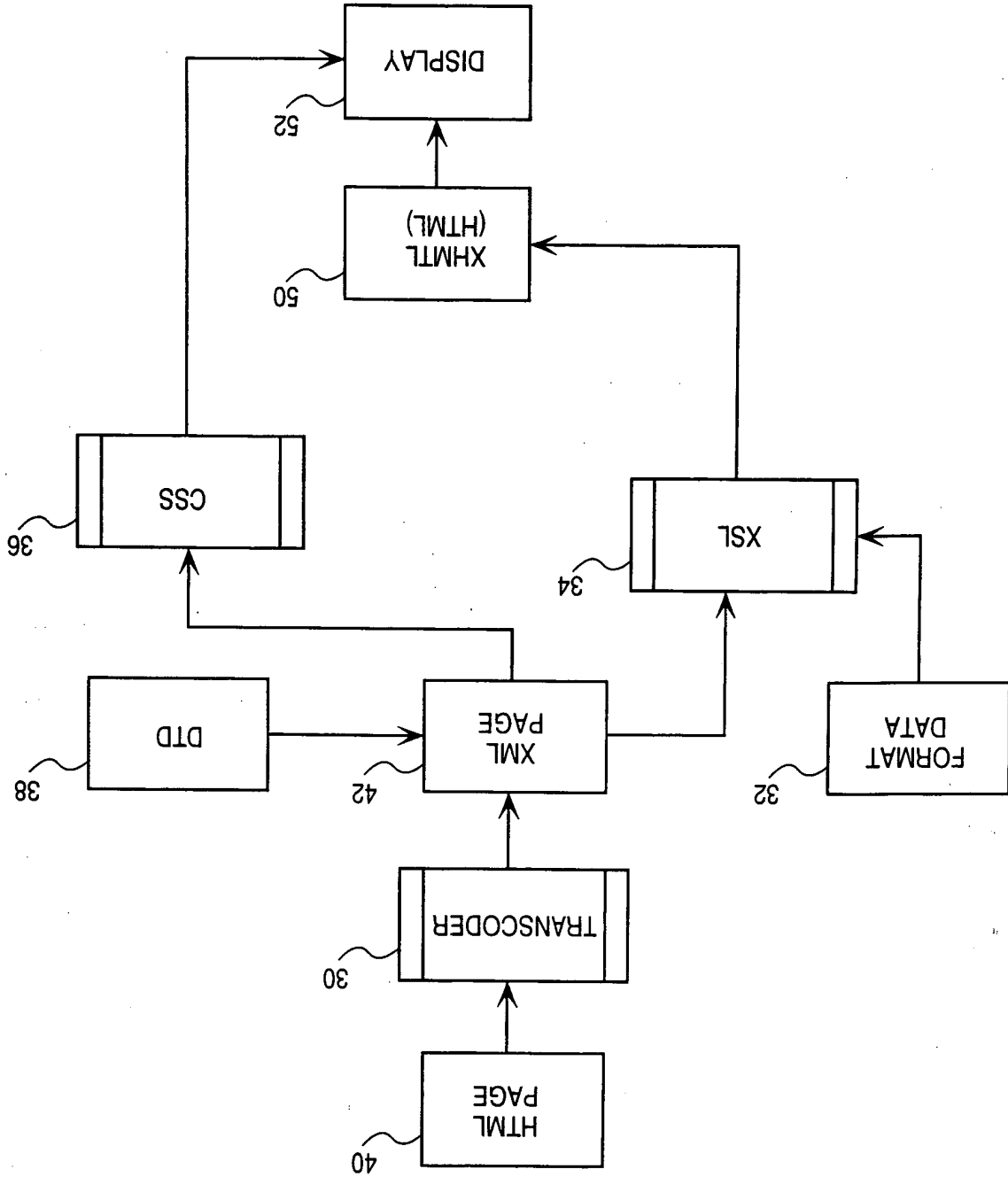
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Copyright Policy

http://www.yahoo.com/

Yahoo! prefers
VISA

F 16 2 R

FIG. 3



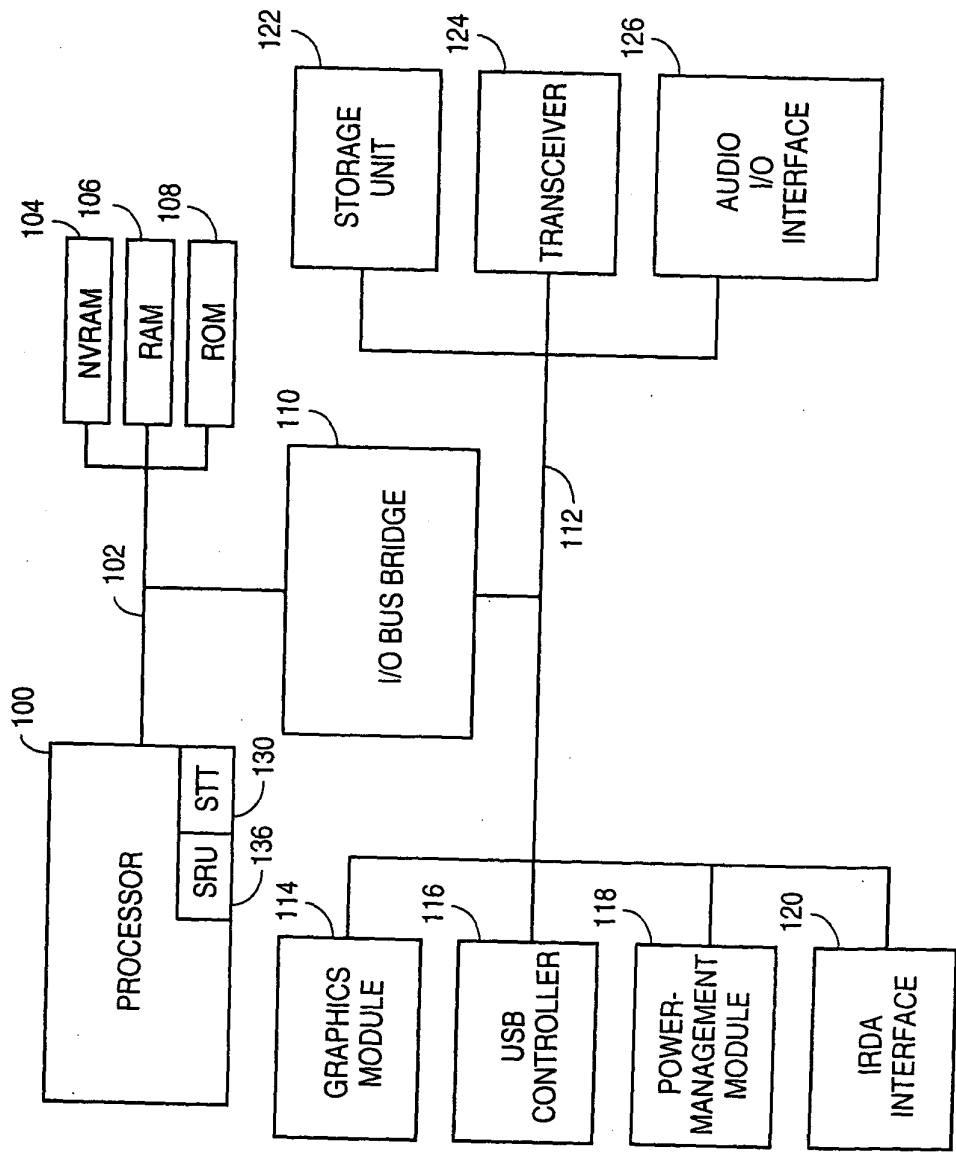
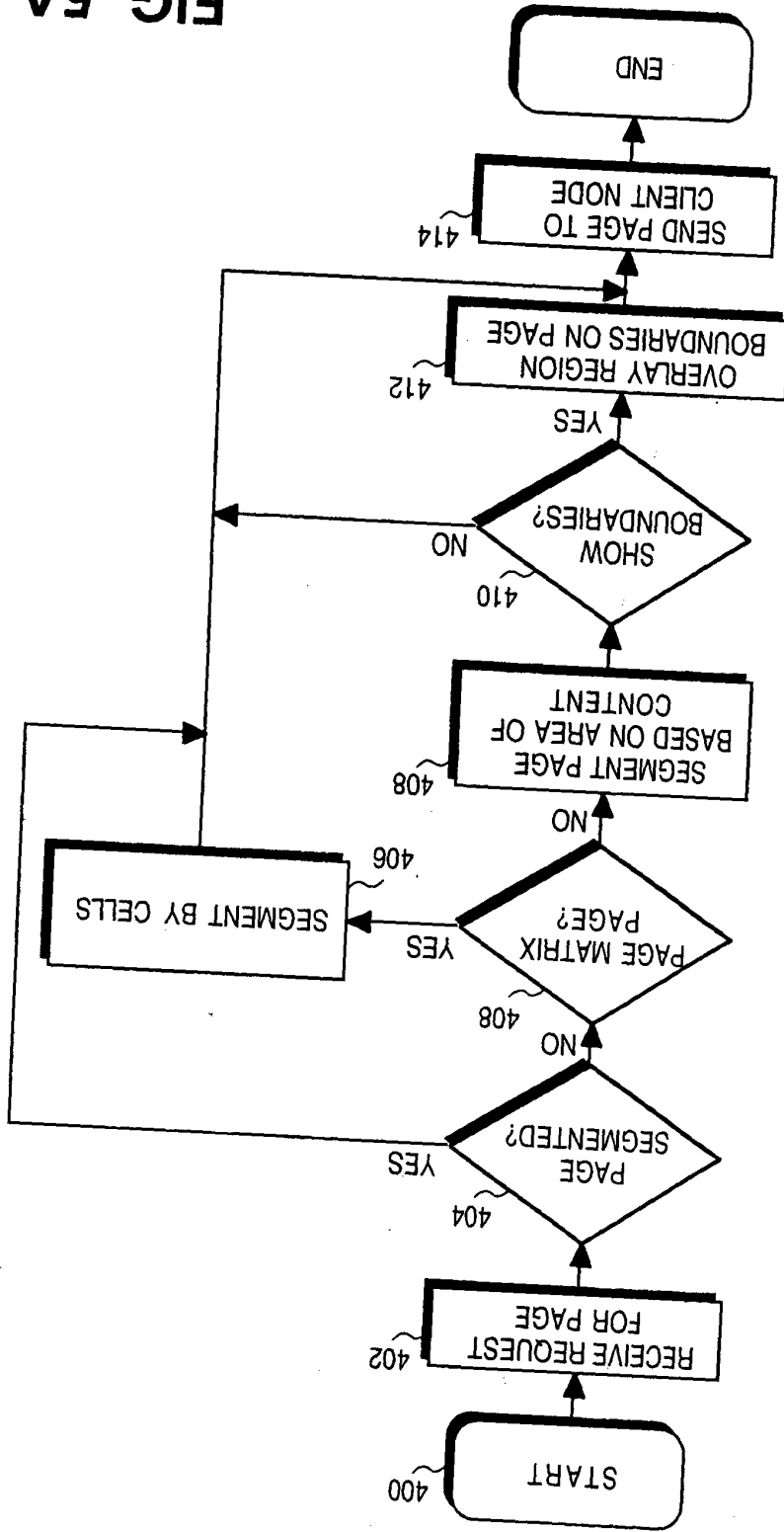


FIG. 4



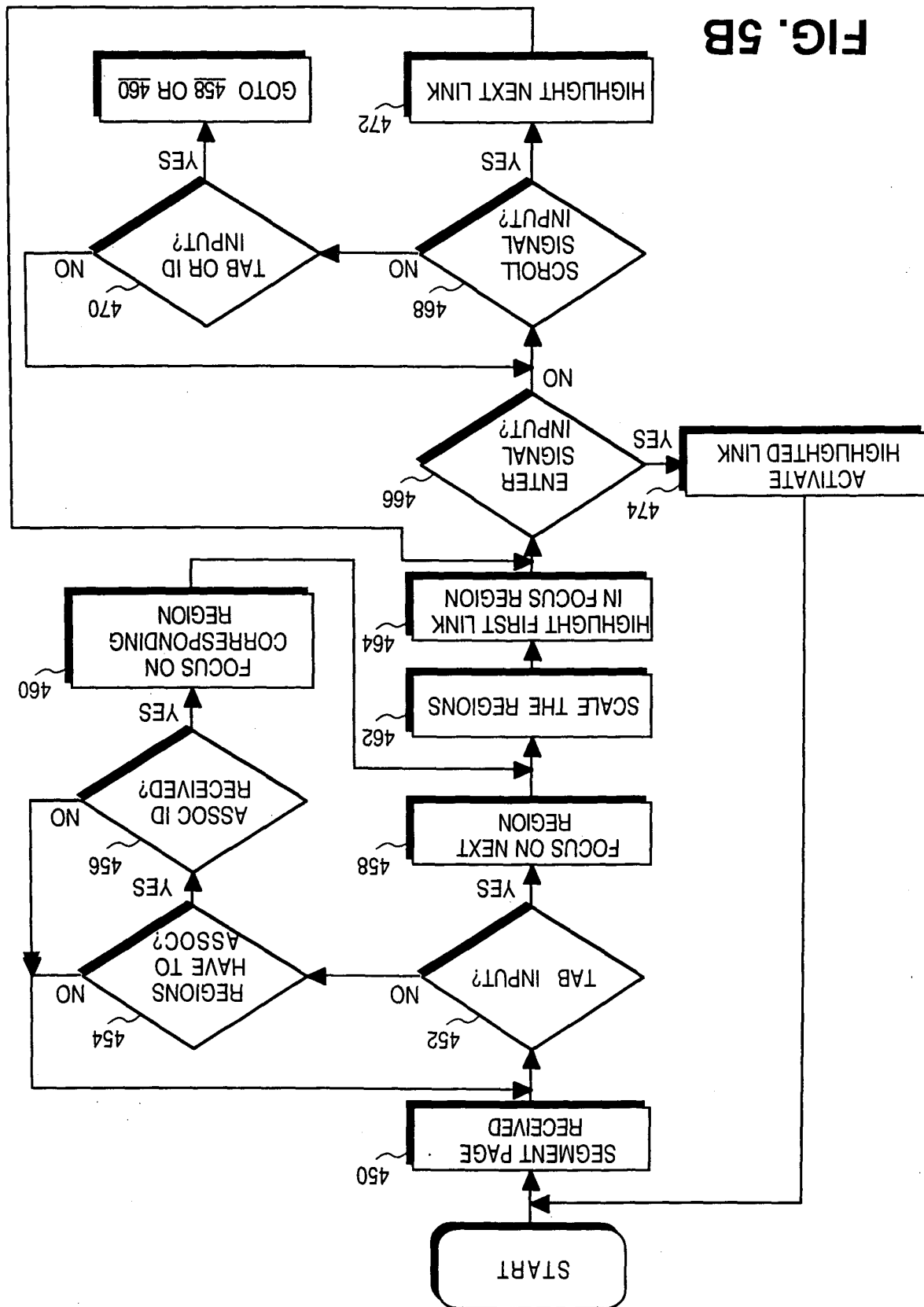
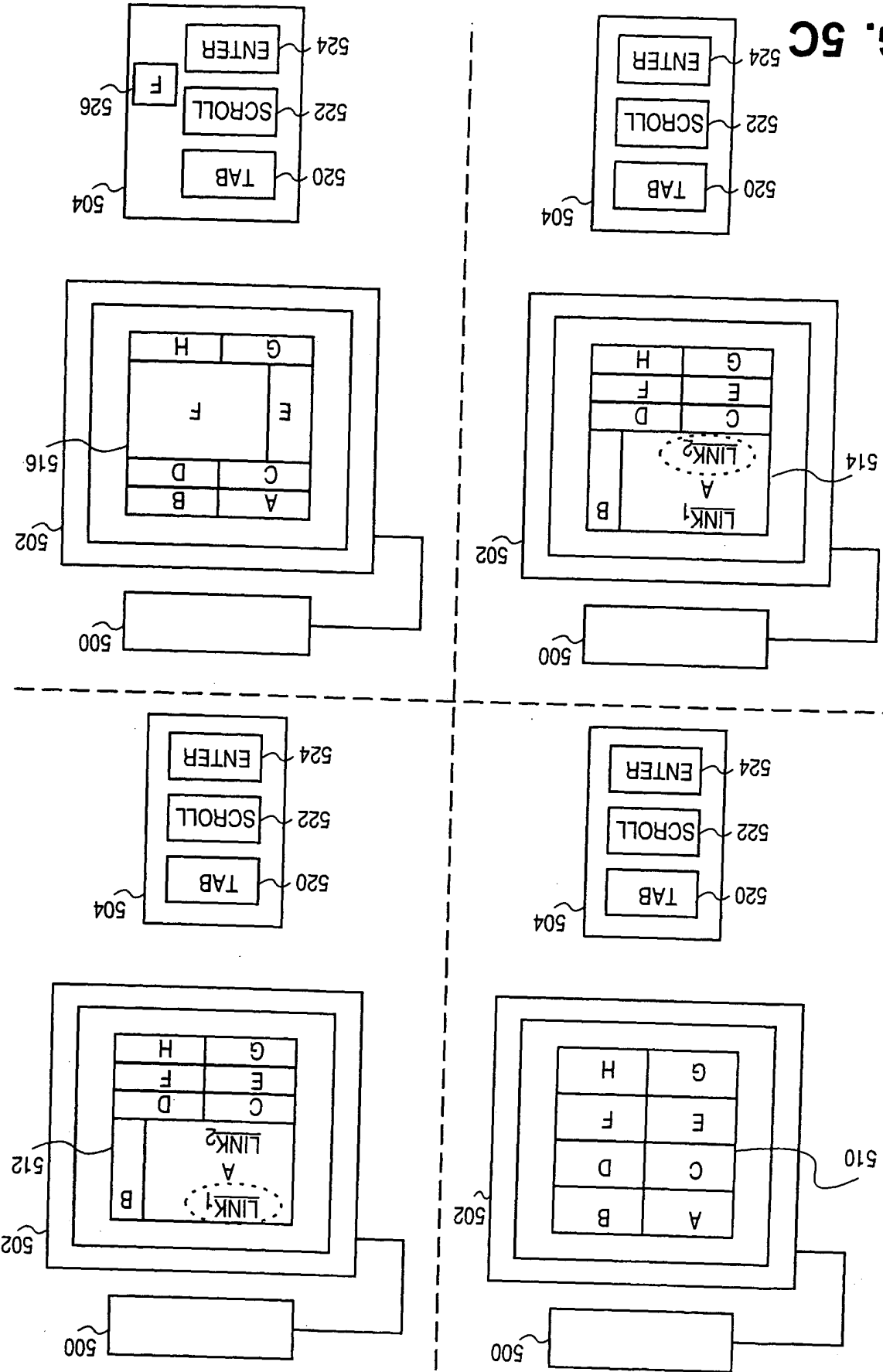
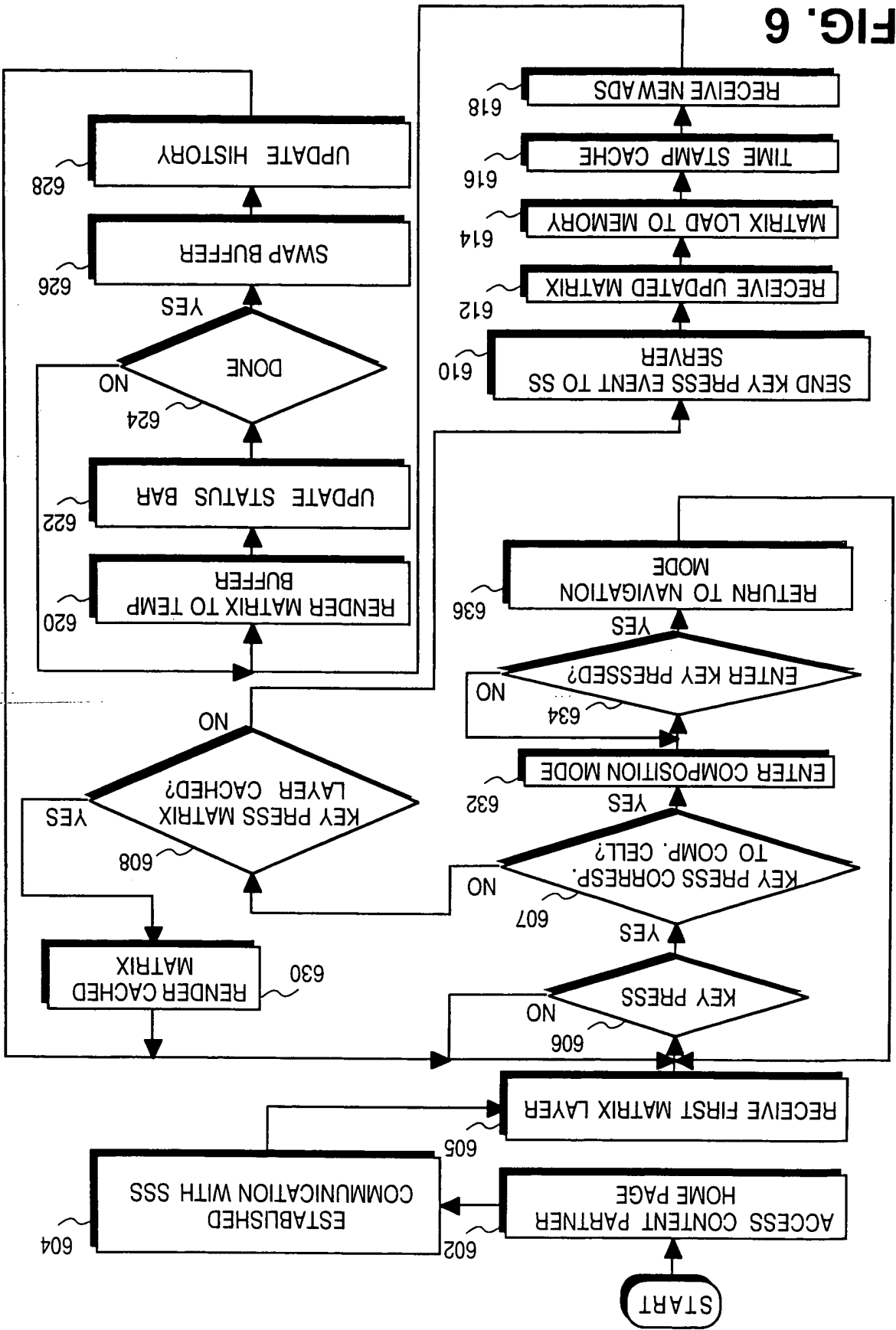


FIG. 5B

FIG. 5C





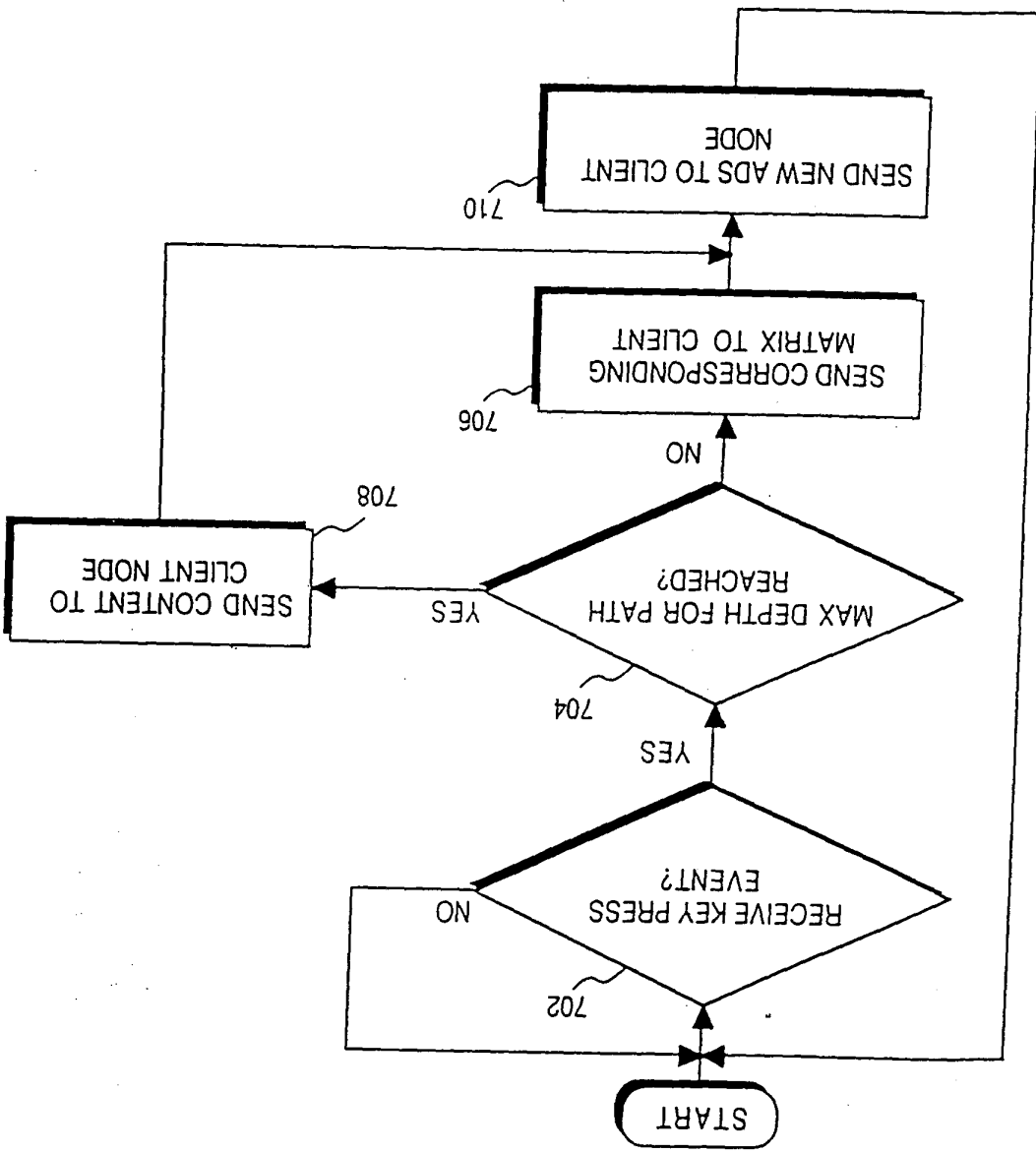
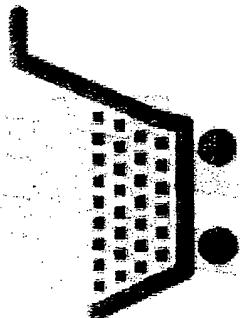


FIG. 7

85%	Title Block	Asynchronous Messages	#	0	*
C		9	8	7	
B		6	5	4	
A		3	2	1	

F168

Primary, secondary, tertiary, quaternary, and quinary revenue based on time and location
 1st Named Inventor: Elliot A. Gottfricht
 Express Mail No.: EV341031411US
 Sheet: 13 of 20

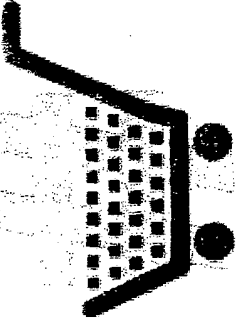
Welcome	Books	Music	<div> <div>GUESS</div> <div>BANANA REPUBLIC</div> <div>patagonia</div> <div>NORDSTROM.com</div> <div>ORIGINS</div> <div>macy's.com</div> <div>VICTORIA'S SECRET</div> <div>CRABTREE & EVELYN</div> <div>CLINIQUE</div> <div>Mother Nature.com</div> <div>Enchanted Moon Gift Co.</div> </div>
DVD & Video	Electronics & Software	Toys & Video Games	
Home Improvements	Auctions	zShops	
Amazon.com	Search <input type="text"/> All Products		

amazon.com
sister site

702

705

706

<p>Welcome</p>	<p>Books</p>	<p>Music</p>	<p>GUESS</p>
<p>DVD & Video</p>	<p>Electronics & Software</p>	<p>Toys & Video Games</p>	<p>BANANA REPUBLIC</p>
<p>Home Improvements</p>	<p>Auctions</p>	<p>zShops</p>	<p>patagonia</p>
<p>Amazon. com</p>	<p>Search <input type="text"/></p> <p>All Products</p>		<p>amazon.com sister site</p>

Blakely, Sokoloff, Taylor & Zafman LLP
 Title: METHOD TO GENERATE ADVERTISING REVENUE BASED
 ON TIME AND LOCATION
 Inventor: Elliot A. Gottfrucht
 Patent No.: EV341031411US
 Express Mail No.: 4346P001X3
 Sheet: 14 of 20

Welcome

DVD
&
Video

Home
Improvements

Books

Electronics
&
Software

Auctions

Music

Toys
&
Video Games

zShops

GUESS

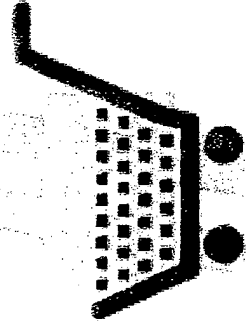
BANANA REPUBLIC

patagonia

NORDSTROM.COM

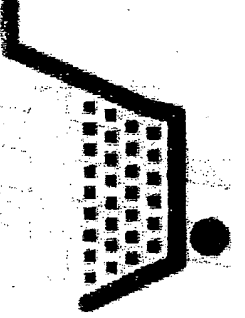
Amazon.
com

Search
All Products



amazon.com
sister site

(310) 207-3800
 Plakely, Sokoloff, Taylor & Zafman, LLP
 Title: METHOD TO GENERATE ADVERTISING REVENUE BASED
 ON TIME AND LOCATION
 First Named Inventor: Elliot A. Gottfrucht
 Express Mail No.: 7241031411US
 Sheet: 16 of 20

<p>Art, Architecture, Photography</p>	<p>Audiobooks</p>	<p>Biographies & Memoirs</p>	<p>BANANA REPUBLIC</p>
<p>● Business & Investing</p>	<p>Children's Books</p>	<p>Computers & Internet</p>	<p>patagonia</p>
<p>Cooking, Food & Wine</p>	<p>Entertainment</p>	<p>More...</p>	<p>NORDSTROM.COM</p>
<p>Amazon. com</p>	<p>Search <input type="text"/></p> <p>All Products</p>		<p>amazon.com sister site</p>

704

704

0191

1
Audio

2
Televisions

3
Video

4
Cameras

5
Computers

6
Office

7
Communications

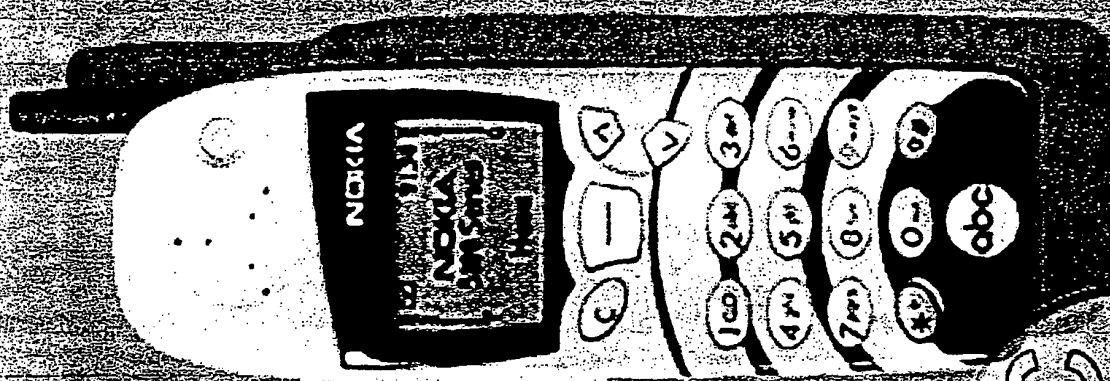
8
Accessories

9
PDA's

10
City

11
Search
Information

12



Electronics

FIGURE

1
CD Players

2
Digital
Recorders

3
Portable
Web Players

4
Tape
Players

5
Sound
Systems

6
Speakers

7
Radio

8
Receivers

9
More...

10
CITY

11
Search
Information

12

Audio

(310) 207-3800
Taylor & Zaitman LLP
Solely for the purpose of generating advertising revenue based
on the information provided by the advertiser.
Docket No.: 4346P001X3
Gottschalk & Gottschalk
1734 103rd Ave. N.
Suite 100
Plymouth, MN 55441-1408

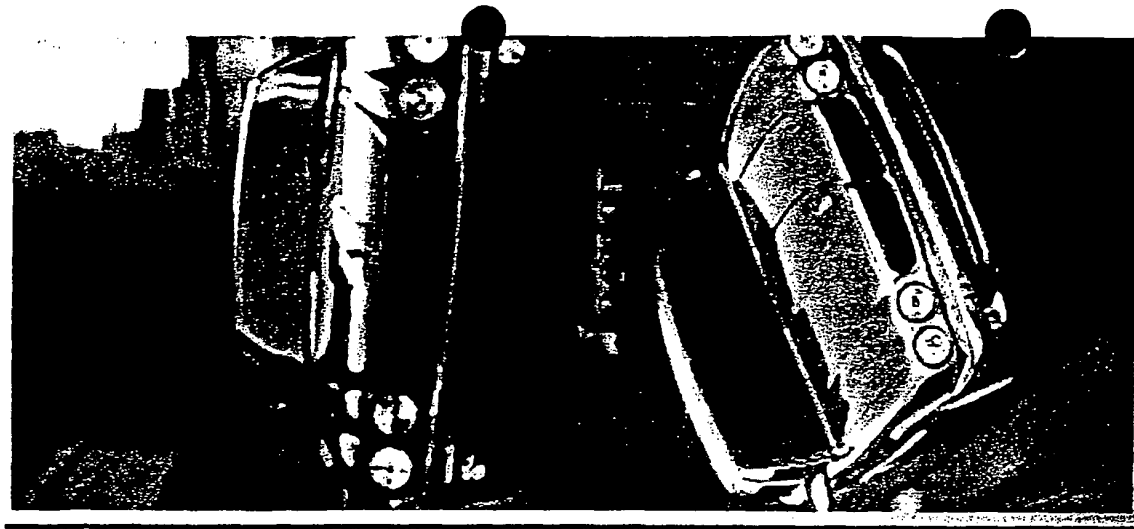


Fig. 10a

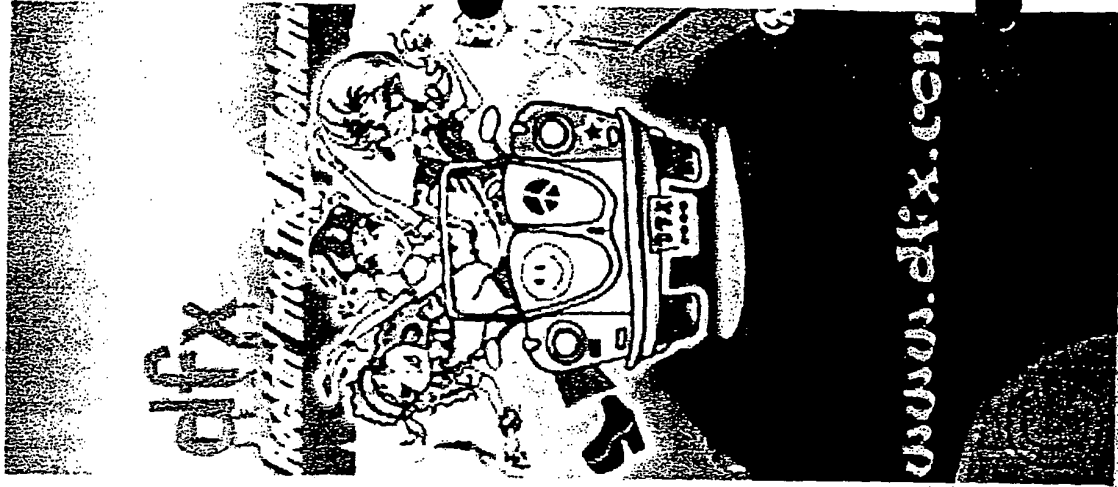
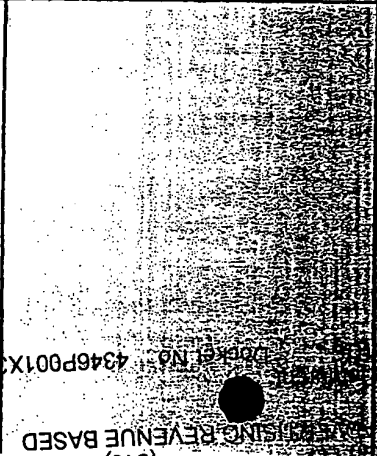
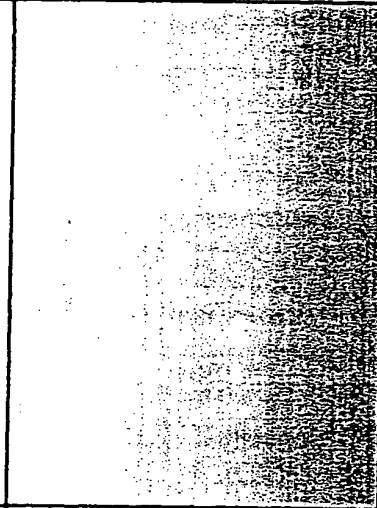
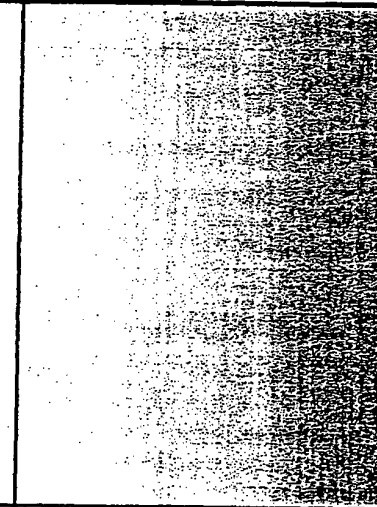

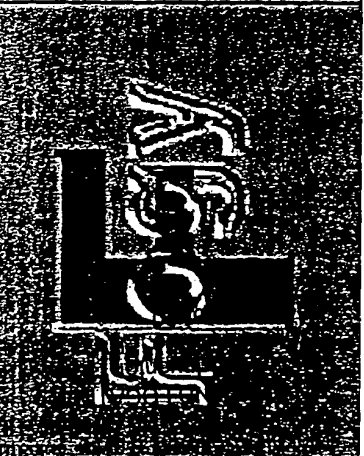
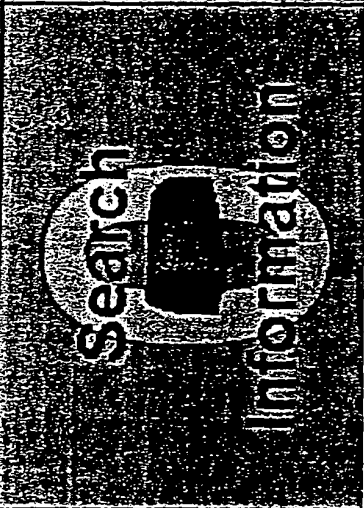
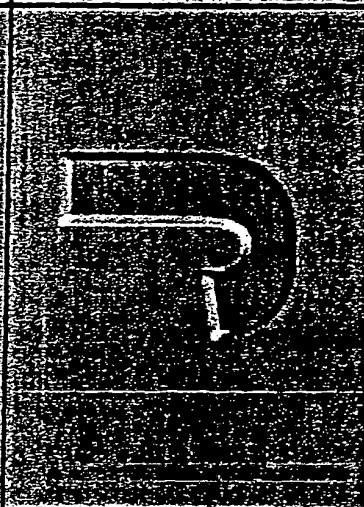
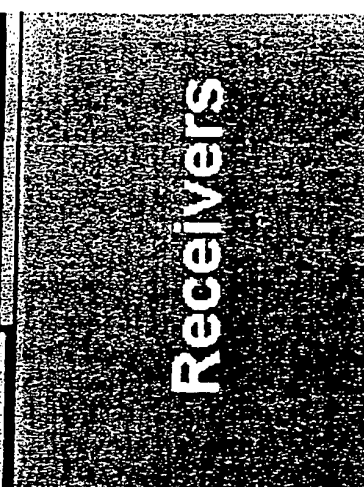

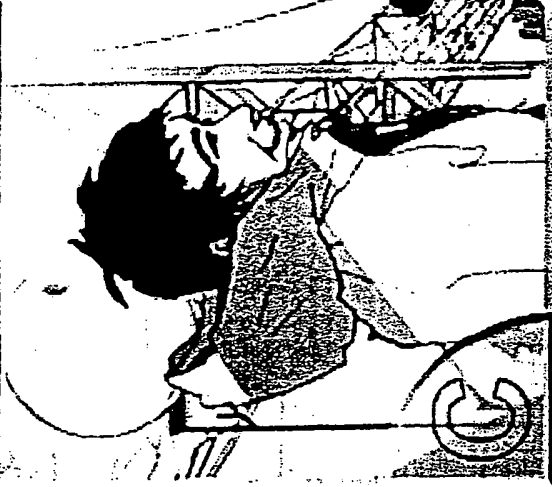
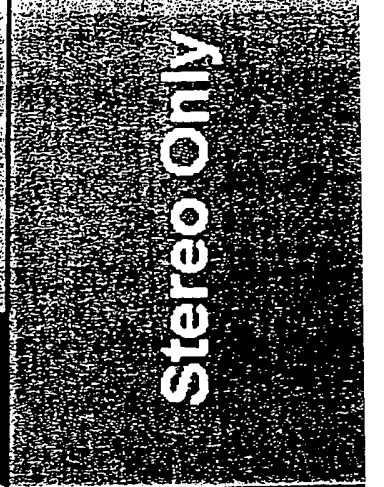
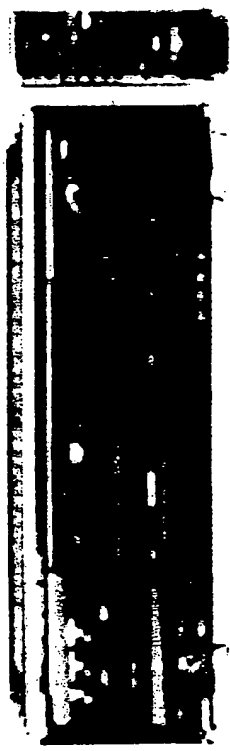
<p>Stereo Only \$150 - \$290</p> <p>CR Industry Report</p>	<p>Pro-Logic \$180 - \$390</p>	<p>Surround \$680 - \$800</p>	
			
			

Fig. 10e

<p>Technics A-EX 110 150</p> <p>Rank #1 Consumer Reports</p>	<p>Sony STR DE 310 \$180</p> <p>Rank #2 Consumer Reports</p>	<p>JVC RX 318BK \$160</p> <p>Rank #3 Consumer Reports</p>	
<p>Inkyo X 8511B 290</p> <p>Rank #4 Consumer Reports</p>	<p>Pioneer SX 255R \$160</p> <p>Rank #5 Consumer Reports</p>	<p>Kenwood 104 AR \$170</p> <p>Rank #6 Consumer Reports</p>	
<p>7</p> <p>Report No. 4246P001X3</p>	<p>8</p>	<p>9</p>	
<p>IFC TV</p>	<p>Search Information</p>	<p>J</p>	<p>Stereo Only</p>

Technics
SA-EX110

~~\$150~~
Our Price: \$129



Rank #1
Consumer Reports

(310) 207-3500
Blakely, Sokoloff, Taylor & Zafman LLP
ADVERTISING REVENUE BASED

Consumer
Report

Similar
Products

TV

Search
Information

3
Features

6
Specifications

9
PURCHASE

5

TOMMY

HILFINGER

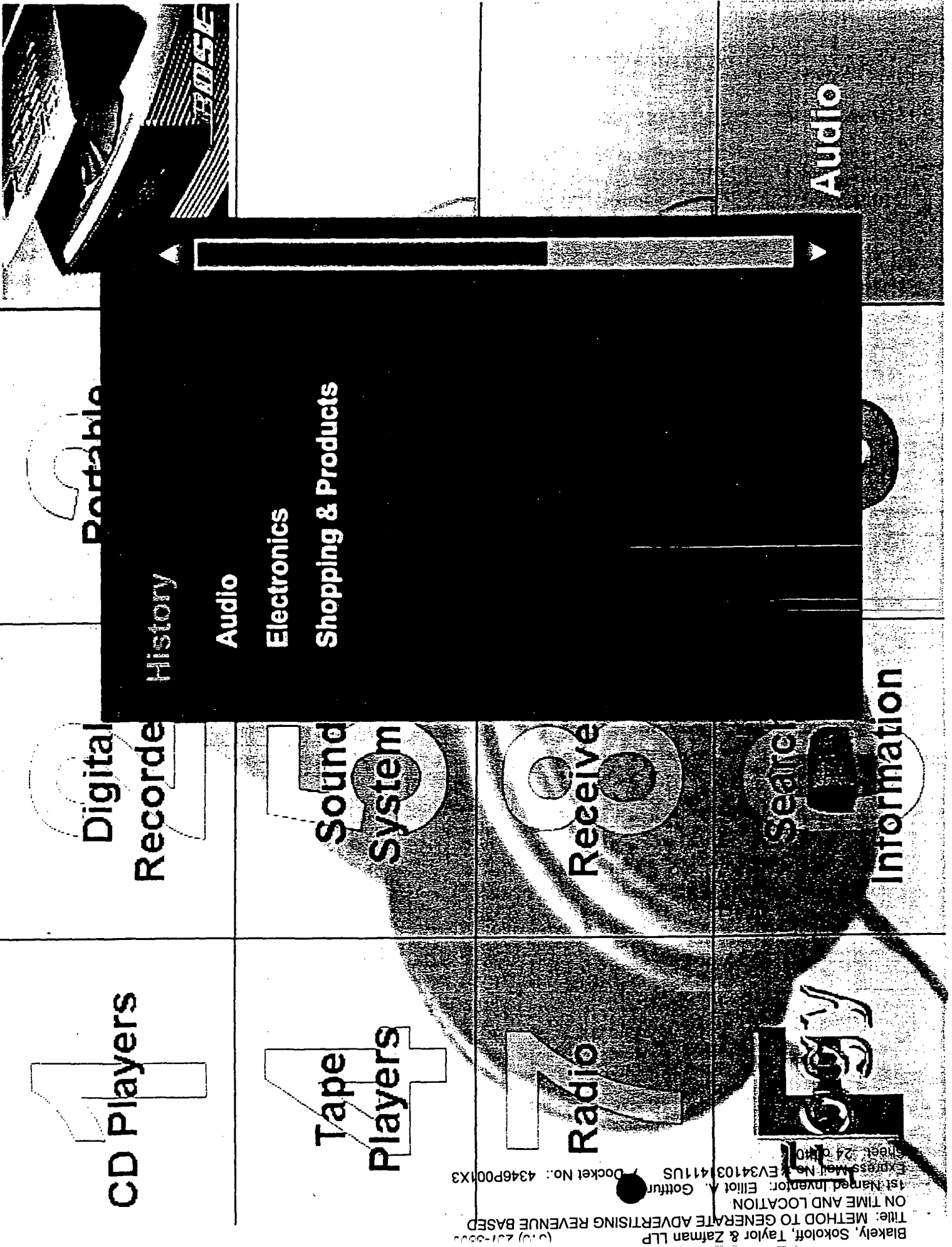


Technics

Fig. 109

<div>1</div> <div>Credit Card Type:</div> <div></div>	<div>2</div> <div>Credit Card Number:</div> <div></div>	<div>3</div> <div>Expiration Date:</div> <div></div>	<div>4</div> <div>Name:</div> <div></div>
<div>5</div> <div>Street Address:</div> <div></div>	<div>6</div> <div>City, State, Zip:</div> <div></div>	<div>7</div> <div>Next</div>	<div>8</div> <div>Clear All Forms</div>
<div>9</div> <div>Ship to Different Address</div>	<div>10</div> <div>Search Information</div>	<div>11</div> <div>Technics</div>	<div>12</div> <div>Technics</div>

Fig. 11



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ON TIME AND LOCATION
1st Named Inventor: Elliot A. Gottfur
Express Mail No. EV34103411US
Docket No.: 4346P001X3
Sheet 24 of 40

Fig. 12a

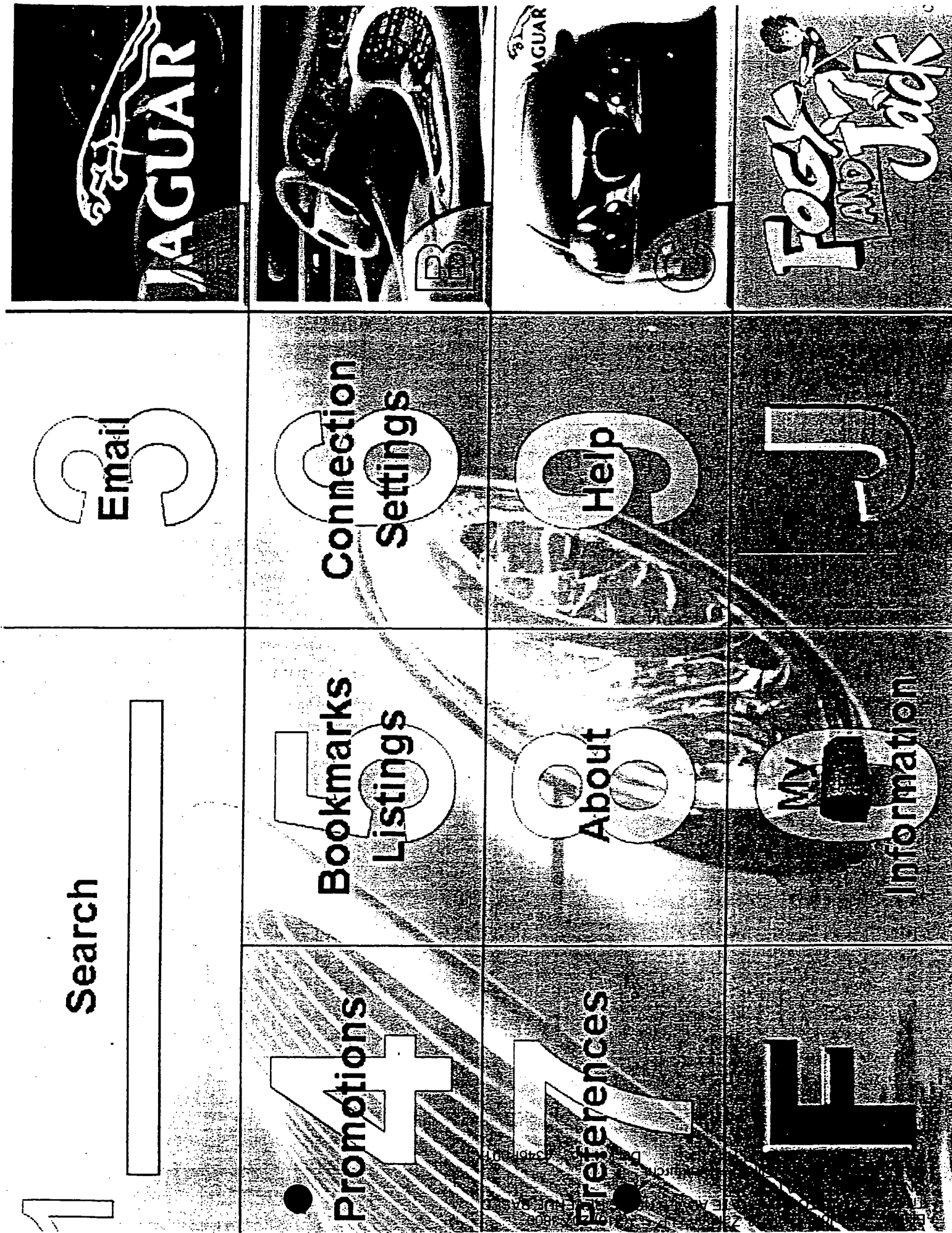
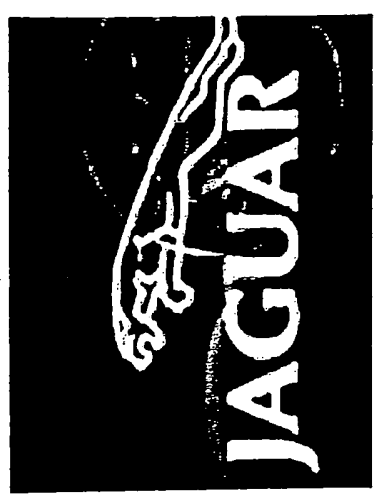


Fig 12b

1

Search

Email



Promotions

Bookmarks
Listings

Connection
Settings



Preferences

About

Help



F

My
Information

J

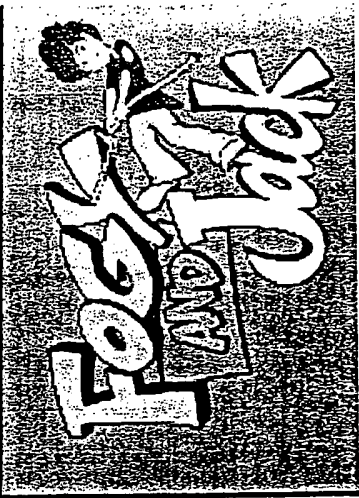


Fig. 10

1 From: jack@foggyjack.com

2 To: user@foggyjack.com

3 Subject: Welcome!

4

Welcome new Foggy and Jack user!

(310) 207-3800
Zelman LLP
ATTORNEYS AT LAW
DOCKET NO.: 4346P001X3

- 5 Send
- 6 Save
- 7 Cancel

Inbox

A

Outbox

B

Sent

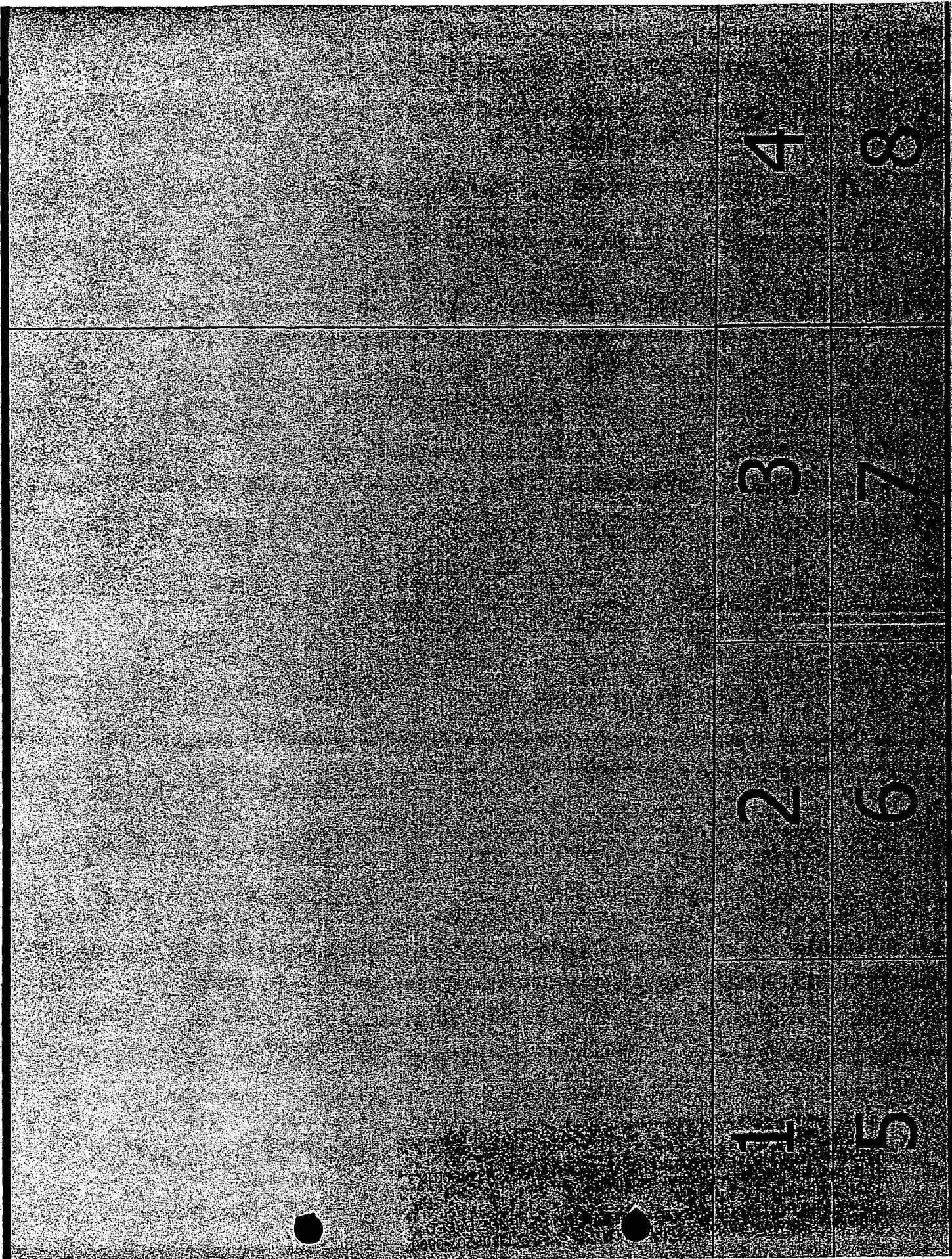
C


F

Trashcan

J

Email

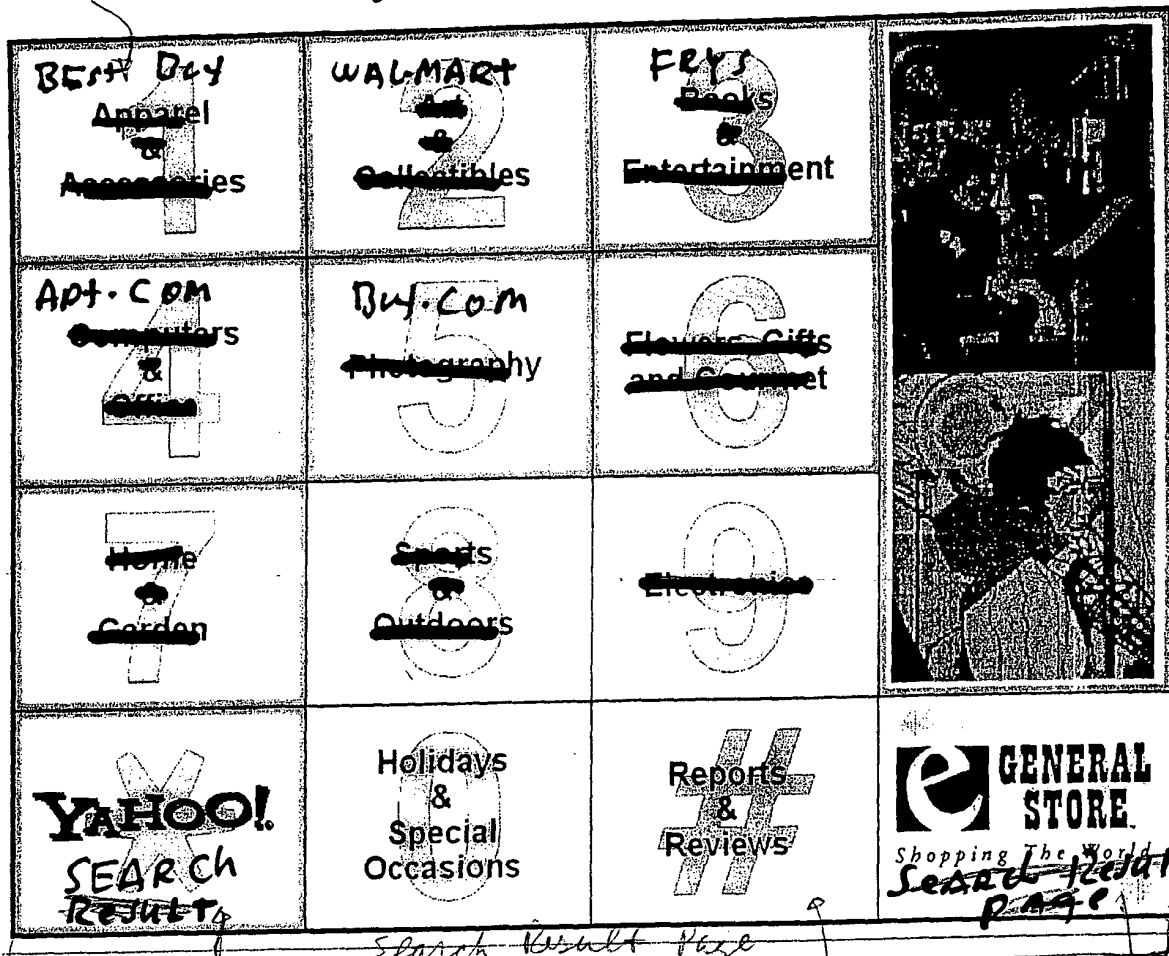


1 Apparel & Accessories	2 Art & Collectibles	3 Books & Entertainment	
4 Computers & Office	5 Photography	6 Flowers, Gifts and Gourmet	
7 Home & Garden	8 Sports & Outdoors	9 Electronics	
YAHOO! SEARCH PAGE	Holidays & Special Occasions	Reports & Reviews	

1503 Yahoo! E-Commerce Channel 1509

Figure
6

Figure



1600

Docket No.: 4346P001X3

1701 → Best Buy

Circuit City

FRY'S Electronics

Radio Shack

Walmart
5

Target
6

1711 → APPLE Computers

8

9

Yahoo! Search Page

○

Beyond 90066

Results for 90066

Visit

Santa

Monica

Ford

0.0%

Financing through
July 4th

1705

Figure 17

1709

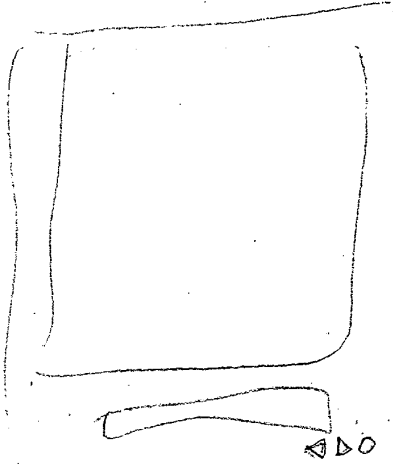
1801

Apphance	Radio	Televisions
1	2	3
VCRs	Computers	Media
4	5	6
Software		
7	8	9
Yahoo! Search	0	Reports + Reviews
Best Buy - Culver City		

Grand
Opening
ColdStones
Downtown
Culver City

Figure 18

Product ID# 181975



Panasonic
TV

\$150.00

with
Built In
VCR

Surround Sound
Audio

1901

Direct TV
only

\$50 a
month

Free
Installation

~~Purchase~~

Additional
Product
Information

OTHER
Neighb
STORES

Best Buy Culver City

1903

1921

Figure 19

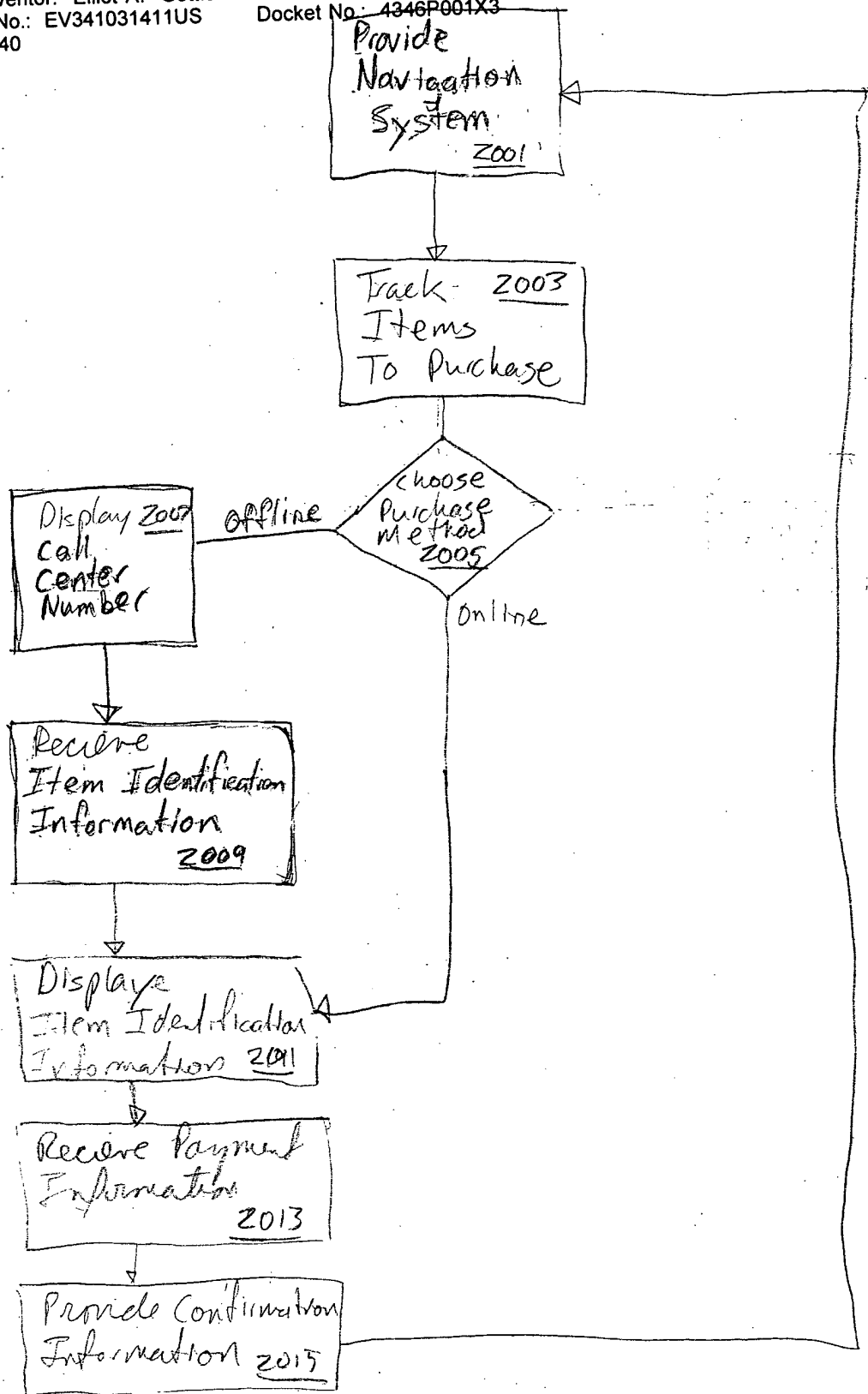


Figure 20

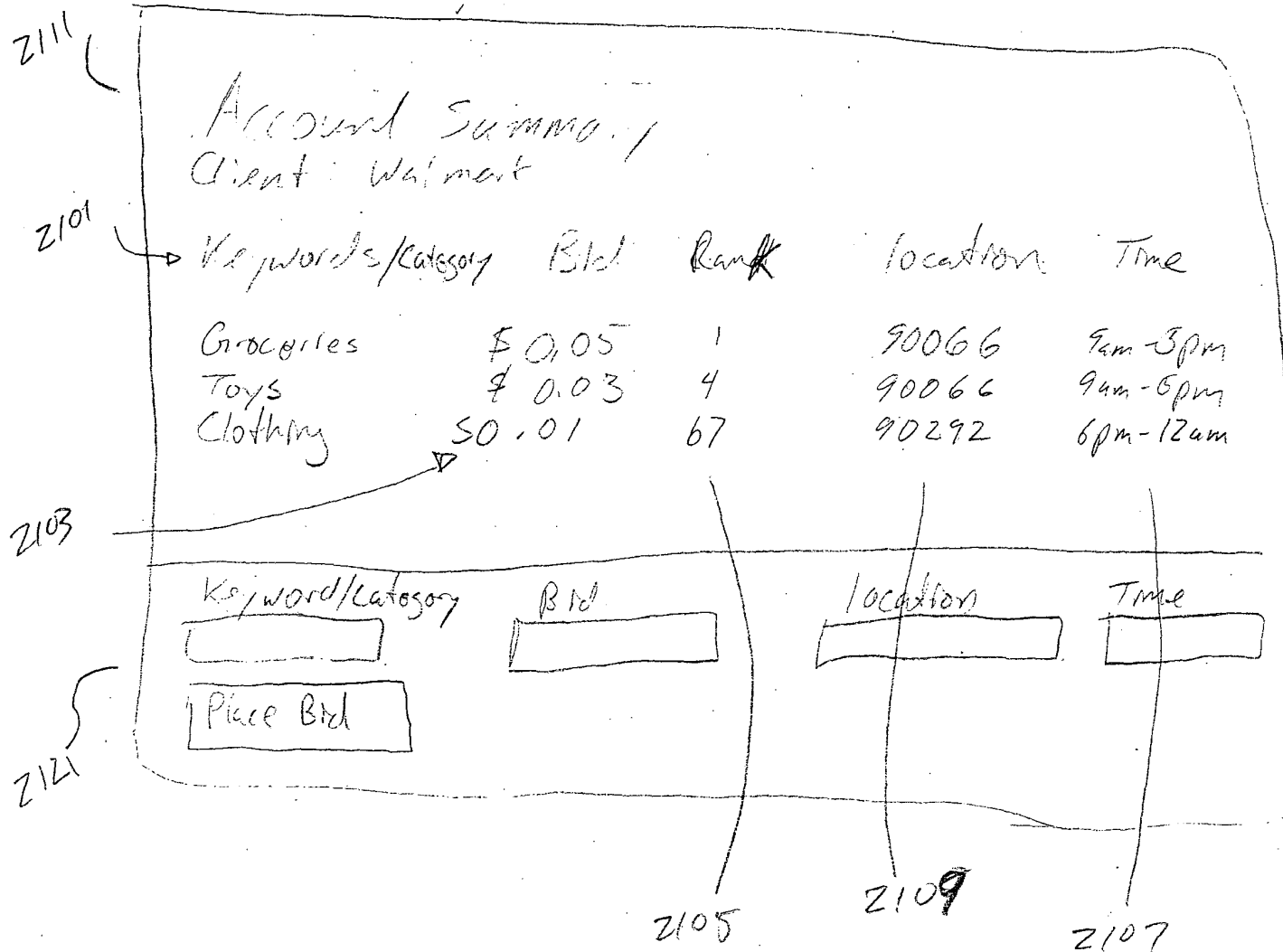


Figure 21

Figure 5 22

